

Amendment to the claims:

1. (Currently Amended) In a bridge server, a method comprising:
 - receiving by said bridge server from a client system a request for content targeting a network server, and said request including a network server identifier identifying said network server;
 - determining by said bridge server, based on said ~~received request~~ network server identifier and not on the requested content, additional content other than the requested content to be provided to the client system by the network server; and
 - providing by said bridge server said determined additional content or an identifier of said additional content to said client system.
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2. (Previously Amended) The method of claim 1 wherein said additional content comprises additional information regarding said network server to said client system.
3. (Previously Amended) The method of claim 1 wherein said providing comprises providing by said bridge server said additional content to said client system without altering the substance of the requested content to be provided by said network server.
4. (Previously Amended) The method of claim 1, wherein said determining comprises checking by said bridge server whether additional content corresponding to said network server exists.
5. (Previously Cancelled)
6. (Previously Amended) The method of claim 1, wherein said additional content comprises an option for making a telephone call.

7. (Previously Amended) The method of claim 6, wherein said option for making a telephone call is an option allowing a user of the client computer system to make the telephone call without having to provide the destination telephone number by the user.

8. (Previously Amended) The method of claim 6, wherein said option for making a telephone call is an option allowing a user of the client system to make the telephone call without terminating a current network communication session of the client system.

9. (Previously Amended) The method of claim 1, wherein the method further comprises automatically establishing and facilitating a voice call to a PSTN handset in response to a user of the client system selecting the additional content.

10. (Previously Cancelled)

11. (Previously Amended) The method of claim 1, wherein the identifier of the additional content comprises a Uniform Resource Locator (URL) corresponding to the additional content.

12. (Previously Cancelled)

13. (Currently Amended) The method of claim 1, further comprising marking the received request by the bridge server, and returning by the bridge server to the client system, the marked version of the received request requested for re-submission by the client system.

14. (Previously Amended) The method of claim 13, further comprising receiving by the bridge server, the marked version of the request re-submitted by the client system; removing by the bridge server, the marking from the re-submitted request; and forwarding the request to the network server.

15. (Previously Amended) The method of claim 13, wherein the marked version of the request comprises a Uniform Resource Locator (URL) corresponding to the request, appended with additional characters identifying the bridge server as the marking bridge server.

16. (Previously Amended) The method of claim 1, wherein said providing comprises returning by the bridge server a HyperText Markup Language (HTML) page to the client system, wherein the HTML page includes a marked version of the request for re-submission by the client system.

17. (Previously Amended) The method of claim 1, wherein said providing comprises returning by said bridge server a HypreText Markup Language (HTML) page to the client system, wherein the HTML page includes said identifier of the additional content for the client system to retrieve the additional content.

18. (Previously Amended) The method of claim 1, wherein said providing comprises returning a Hypertext Markup Language (HTML) page to the client system, wherein the HTML page includes the additional content.

19. (Currently Amended) A bridge server comprising:
control logic operative to receive a request for content from a client system targeting a network server, and to check, based on ~~said received request a network server identifier included in said request to identify said network server~~ and not on the requested content, whether additional content is to be provided to the client system, in addition to the requested content to be provided to the client system by the network server; and
content-adding logic, coupled to the control logic, operative to provide the additional content or an identifier of said additional content to the client system if the additional content is to be provided.

20. (Previously Cancelled)
21. (Previously Amended) The bridge server of claim 19, wherein the identifier comprises a Uniform Resource Locators (URL).
22. (Previously Amended) The bridge server of claim 19, wherein the bridge server further comprises logic operative to automatically establish and facilitate a voice call to a PSTN handset in response to selection of the additional content by a user of the client system.
23. (Previously Amended) The bridge server of claim 19, wherein the control logic is further operative to mark up the request, return the marked up request to the client system for re-submission, and upon re-receiving of the marked up request, remove the marking, then forward the request to the targeted network server.
24. (Previously Amended) In a bridge server, a method comprising:
receiving by the bridge server a request for content from a client system targeting a network server; and
marking up by the bridge server the received request and returning the marked up request to the client system for re-submission.
25. (Previously Amended) The method of claim 24, wherein the method further comprises re-receiving by the bridge server the marked up request from the client system, removing the marking, and forwarding the request to the targeted network server.
26. (Previously Cancelled)
27. (Previously Cancelled)
28. (Previously Cancelled)
29. (Previously Amended) A client system comprising:

means for transmitting a request that targets a network server;
means for receiving return of the request, from a bridge server, in a form
marked up by said bridge server; and
means for re-transmitting the request in said marked up form.

30. (Previously Amended) The client system of claim 29, further comprising:
means for transmitting another request for additional content, upon
receipt of an identifier of the additional content from said bridge server provided in response to
the first transmission of the request.

31. (Previously Cancelled)

32. (Previously Cancelled)

33. (Currently Amended) In a bridge server, a method comprising:

receiving by said bridge server from a client system a request for
content targeting a network server, said request including a network server identifier identifying
said network server, and

determining by said bridge server, based on said network server identifier
and in response to receiving of said request, additional content other than the requested content
to be provided to the client system by the network server.

34. (Previously Added) The method of claim 33, further comprising a step of
providing by said bridge server said determined additional content or an identifier of said
additional content to said client system.

35. (Currently Amended) The method of claim 33, wherein said determining is not
based on said requested content an identifier which is included in said request and identifies the
targeted network server.

36. (Previously Added) The method of claim 33 wherein said additional content comprises an option for making a telephone call.

37. (Previously Amended) The method of claim 36 wherein said option for making a telephone call is an option allowing a user of the client system to make the telephone call without requiring provision of a telephone number by a user.

38. (Previously Amended) The method of claim 36 wherein said option for making a telephone call is an option allowing a user of the client system to make the telephone call without termination of a current client system to network communication session.

39. (Currently Amended) The method of claim ~~35~~ 33, wherein said identifier comprises a Uniform Resource Locator (URL) of said targeted network server.

40. (Currently Cancelled)

41. (Currently Cancelled)

42. (Currently Amended) The method of claim ~~41~~ 1, wherein said network server identifier comprises a Uniform Resource Locator (URL) of said targeted network server.

43. (Currently Amended) The method of claim ~~41~~ 1, said determining comprises a step of comparing said identifier in the request with a list of identifiers kept in said bridge server corresponding to a plurality of network servers.